

Board of Parks & Recreation Commissioners Superintendent's Report

AP Diaz, Superintendent

April 10, 2025



Seattle
Parks & Recreation

Healthy People, **Thriving Environment**, **Vibrant Community**

#SeattleShines



Department Update



Parks & Recreational Services: Recreation

 **SEATTLE CITYWIDE RECREATION PROGRAMS**
2025 SUMMER CAMP

COMMUNITY CENTERS:

- ZONE ONE**
DELDRIDGE
HIGH POINT
JEFFERSON
RAINIER BEACH
- ZONE TWO**
GARFIELD
MILLER
NORTHGATE
QUEEN ANNE
YESLER
- ZONE THREE**
BALLARD
BITTER LAKE
GREEN LAKE
LAKE CITY
LAURELHURST
LOYAL HEIGHTS
MAGNUSON
MEADOWBROOK
RAVENNA-ECKSTEIN

ENVIRONMENTAL LEARNING



FAMILY FUN ACTIVITIES

Spring 2025

Free or low-cost activities for the whole family!

 Seattle Parks & Recreation

 **SEATTLE CITYWIDE RECREATION PROGRAMS**
SPRING 2025 PROGRAMS

COMMUNITY CENTERS:

- ZONE ONE**
DELDRIDGE
HIAWATHA
HIGH POINT
JEFFERSON
RAINIER
RAINIER BEACH
VAN ASSELT
- ZONE TWO**
GARFIELD
INT'L DISTRICT/CHINATOWN
MILLER
MONTLAKE
NORTHGATE
QUEEN ANNE
YESLER
- ZONE THREE**
BALLARD
BITTER LAKE
GREEN LAKE
LAKE CITY
LAURELHURST
LOYAL HEIGHTS
MAGNUSON
MEADOWBROOK
RAVENNA-ECKSTEIN

VIRTUAL PROGRAMS
ENVIRONMENTAL LEARNING



Parks & Recreational Services: Recreation

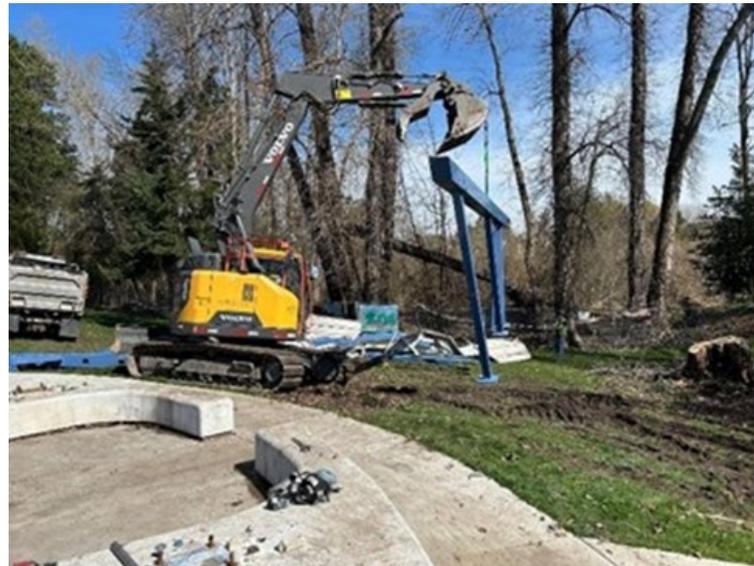


Parks & Recreational Services: Youth Engaged in Service Program



Parks and Capital Development: Project Updates

Willow Creek Fish Passage Restoration Project



Be'er Sheva Park



Park Project Updates: Seattle Conservation Corp



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Park Project Updates (continued)

Recent Pier 62 Repair



Genesee Playfield #2



Mickey Merriam PF #8



Park Project Updates: Salmon Bay Park Play Area



Park Resources: Maintenance



Parks and Environment Division: Park Rangers



Park Activation: Center City Partner Event



Thank you!



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Communications Report: 2024

Rachel Schulkin, Director of Public Affairs | April 10, 2025



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Communications Introduction

Media and Press Releases	Branding	External Communications Website, Blog, Monthly Newsletter
Social Media (X, Facebook, LinkedIn, Instagram, TikTok, BlueSky, Nextdoor)	Phone line	Email Correspondence
Internal Communications	Speaking events	Reporting (Monthly reports, and Mayor's Weekly report)



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Website

- 2,218,518 Page Views
- Most Visited Pages
 - Discovery Park
 - Pool pages
 - Toddler Gyms
 - In summer: Colman and Mounger Pool, Golden Gardens, spray parks, beaches



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Social Media—Facebook



Seattle Parks and Recreation ✓

December 5, 2024 · 🌐

...

Thank you, Pete, for your many years of dedication and expertise at the Seattle Japanese Garden!

Pete Putnicki's tenure at the Seattle Japanese Garden concluded on December 3rd. Since 2015, he has served as the Senior Gardener, contributing significantly to the care and development of the Garden. With more than 25 years of professional horticultural experience, Pete has participated in numerous workshops, seminars, and programs dedicated to the art and craft of Japanese gardens.

As he embarks on a new chapter, running his own gardening and landscape design business, we look forward to seeing his continued contributions to Seattle's gardening community.

Thank you, Pete, for your many years of dedication and expertise. We wish you great success in your new endeavors.



- 40+ Facebook Pages
- Main SPR Page
 - Gained 2,474 followers in 2024
- Popular Posts:
 - Park Maintenance Highlights
 - Events
 - Park Openings



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Social Media—Instagram

- Instagram
 - 13,343 new followers 2024
 - Popular Posts
 - Events
 - #WheresEdward
 - Beach Closures



The collage features a large wooden sculpture of a face in a forest, a pumpkin, and a graphic titled "Fall Bucket List" from Seattle Parks & Recreation. The list includes:

- Freeway Park movie night, Oct. 3, Jurassic Park
- Giant Skulls exhibit at Westlake Park
- Volunteer Park Pet Parade, Oct. 6
- Magnuson CC Haunted House, Oct. 25-26
- Autumn Bike Ride on the Burke-Gilman Trail
- Free Kubota Garden Fall Color Tours
- Chrysanthemum show at Volunteer Park Conservatory, Nov. 1-3
- Halloween Swim at Evans Pool with floating pumpkins, Oct. 25
- Join a Green Seattle Day restoration event, Oct. 26



seattleparksandrec Blue Foundation • Eyes on Fire

seattleparksandrec Edited • 20w
The air is crisp, the mornings are cool, the leaves are beginning to change, and there's a faint hua hua on the breeze.

Edward is already out moping in the

seattleparksandrec 27w
Our parks and community centers are full of activities this season! What's on your Fall Bucket List?

servedbysara 26w
LOVE kubota gardens

1,066 likes
September 30, 2024

Key Goals of the Executive Order

- Improve **digital accessibility** to meet new federal standards.
- Implement Seattle's first **plain-language plan**.
- Enhance **coordinated communications** across city departments.

Mayor Harrell Issues Executive Order to Improve the Accessibility of City Resources and Information

by [Ben Dalgetty](#) on February 21, 2025

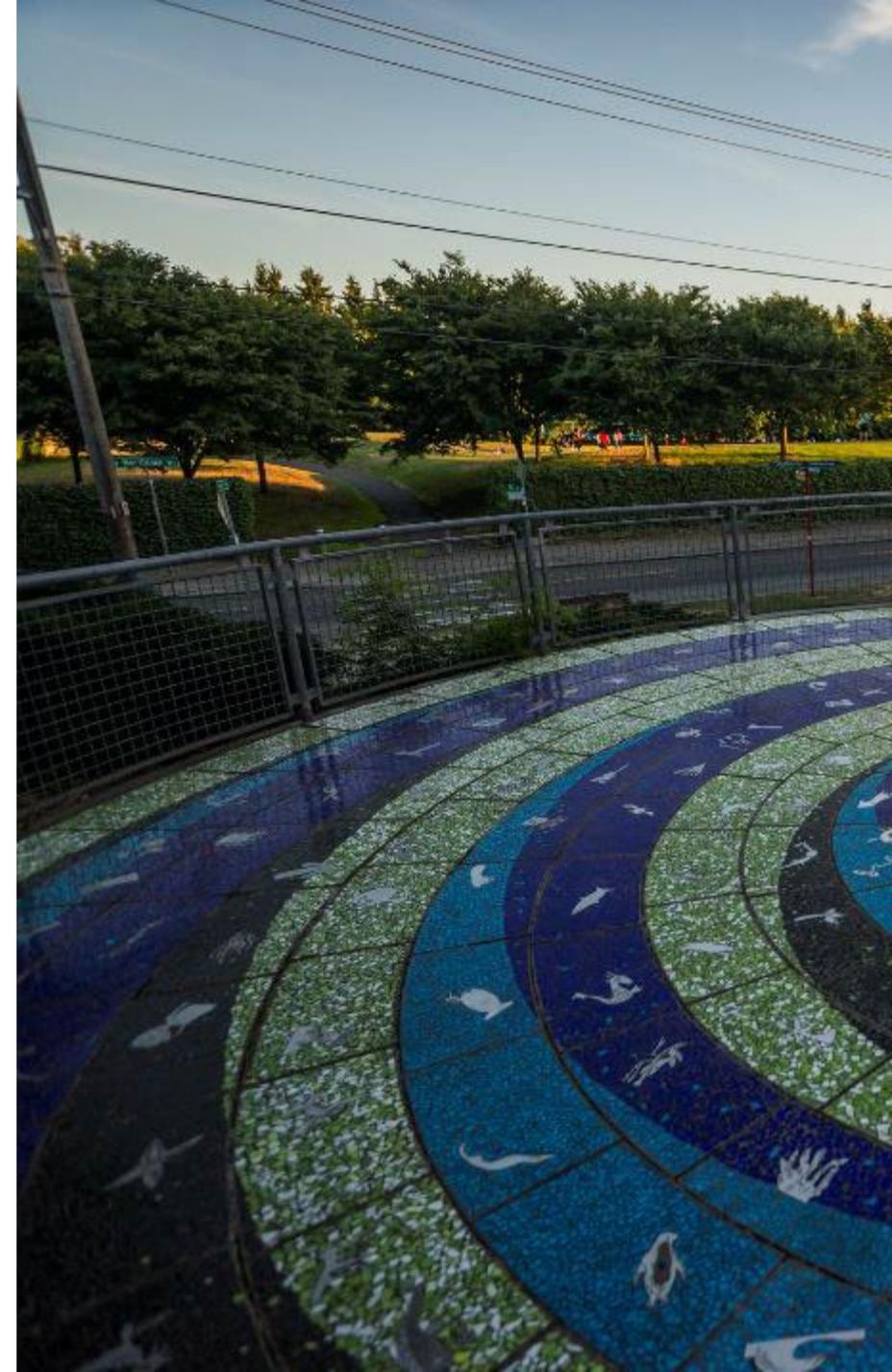


Seattle – Today, Mayor Bruce Harrell issued an Executive Order to improve accessibility of information through a One Seattle Community Communications Strategy. The strategy includes the creation of the Seattle's first plain language plan and new



Blog and Newsletter

- Blog
 - App. 20,000 blog views each month
 - Most popular blogs
 - Lincoln Park Troll
 - Bicycle Weekends
 - Fall/Halloween Event Round-Up
 - Christmas Ships
- Newsletter
 - Over 35 newsletter topics
 - Main newsletter—over 39,000 subscribers
 - Most popular articles
 - Seasonal program brochures
 - Center City Events
 - Lifelong Recreation Programs



General Info



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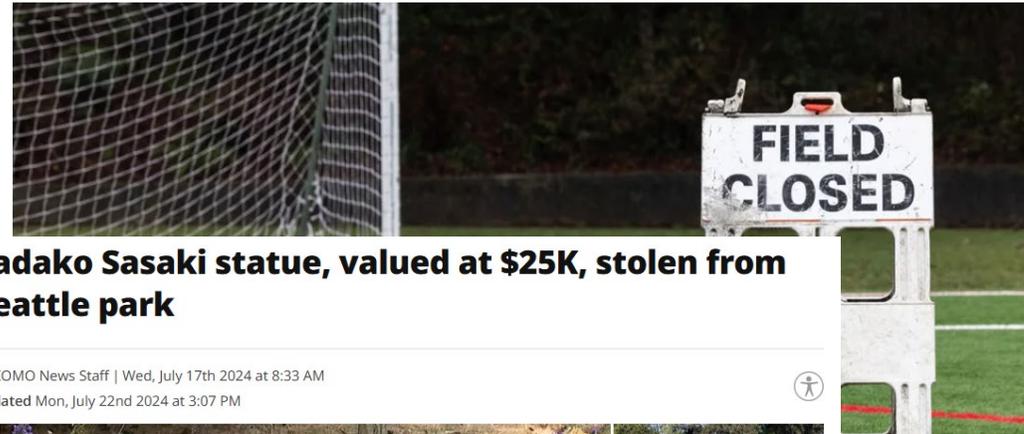


News/Media Inquires

- 1-3 Media inquiries each day
 - Top Stories of 2024
 - Freezing Synthetic Fields
 - SWTLC Shooting
 - Denny-Blaine Park
 - Alki and Golden Gardens Hours Change
 - Stolen Peace Park Statue
 - Victor Steinbrueck Park
 - Camp Long Fire

What is 'frost heaving'? It's happening at Seattle playfields

Jan. 17, 2024 at 7:13 am | Updated Jan. 17, 2024 at 3:33 pm



Sadako Sasaki statue, valued at \$25K, stolen from Seattle park

by KOMO News Staff | Wed, July 17th 2024 at 8:33 AM
Updated Mon, July 22nd 2024 at 3:07 PM



A photo shows what's left of the Sadako Sasaki statue that was stolen. (KOMO 1)

CAMP LONG: More than a building burned. Here's how you can help rebuild the 'catalogue'

NOVEMBER 15, 2024 6:00 PM | 5 COMMENTS | WEST SEATTLE FIRES | WEST SEATTLE HISTORY | WEST SEATTLE NEWS | WEST SEATTLE PARKS



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2024 Accomplishments

Training internally and with partners externally

Accessible PDFs on website

New SharePoint Site

We're on TikTok!

Viral social media content

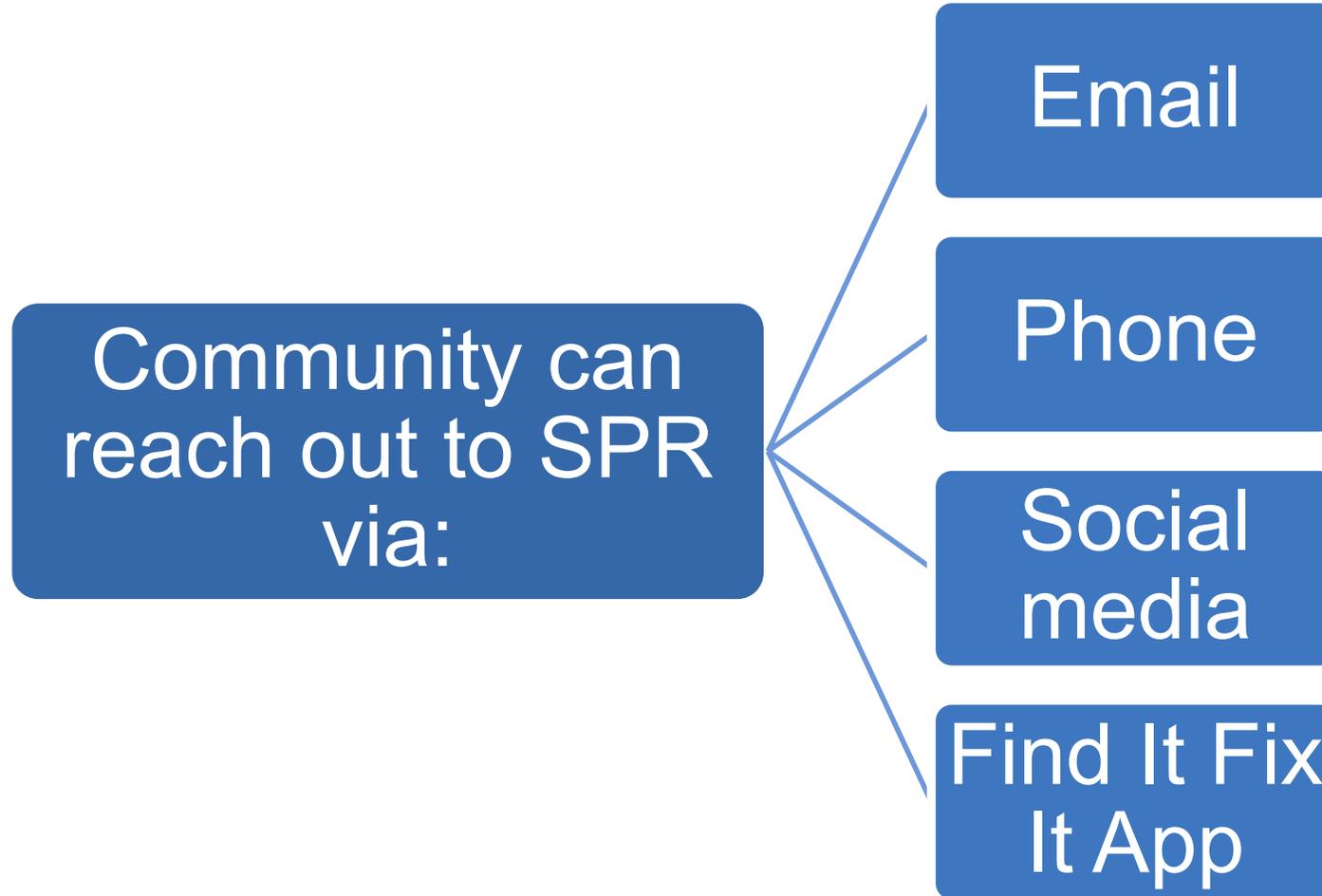
Canva and improved design of marketing



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Responsiveness



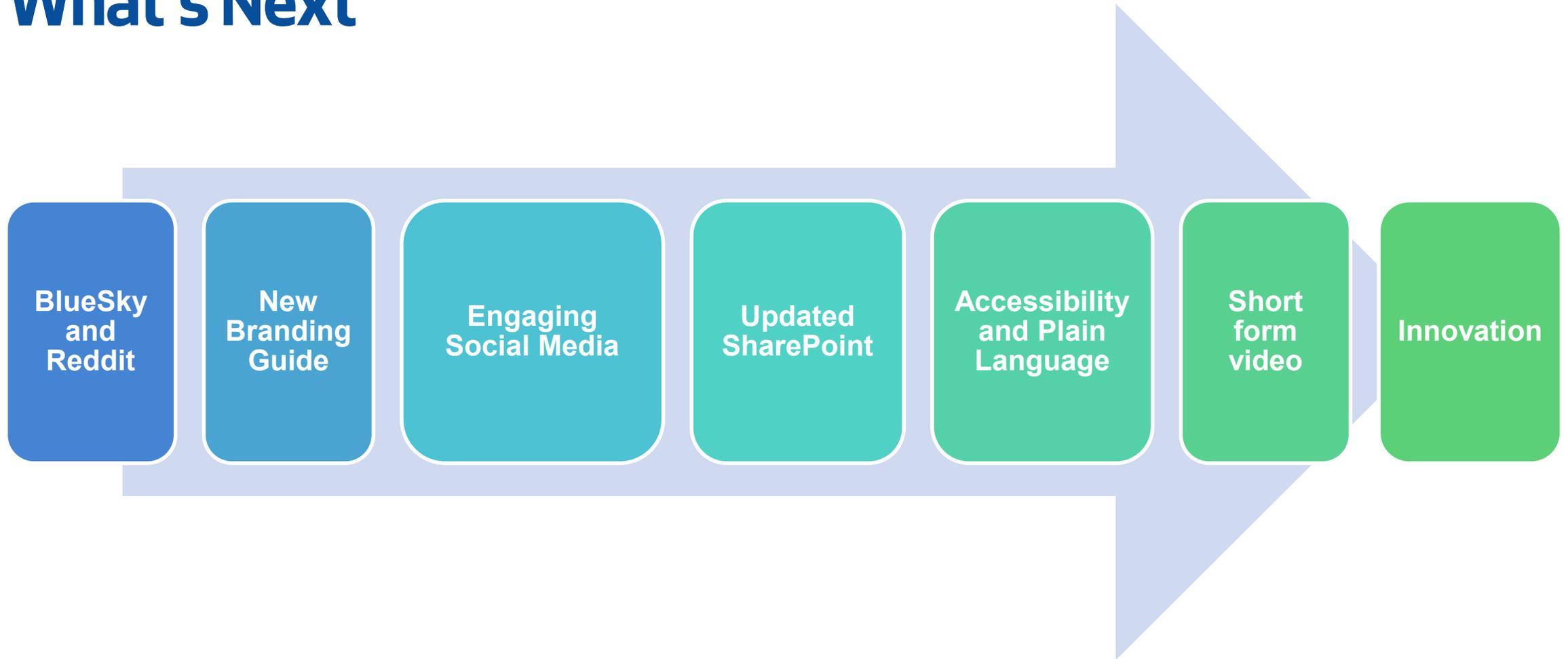
And we respond with information or a service request, an apology, or thanks



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What's Next



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Thank you!



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